

FALLS CITY--THE QUEEN CITY OF POLK COUNTY

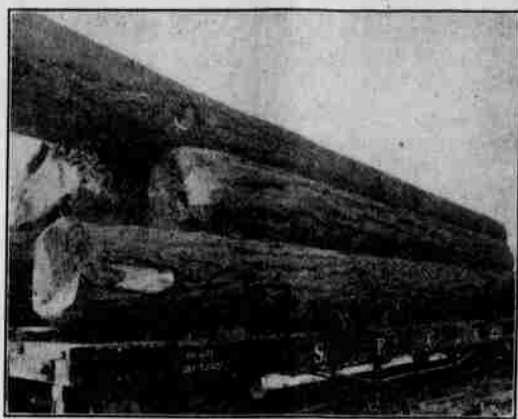
picturesquely in the foot-hills of the Coast range mountains, miles south and west of the county seat of Polk county, is the prosperous little municipality of Falls City, with a population of something like 1,300. With its peaks covered with virgin forest, its background and the falls of the Willamette valley at its feet, Falls City not only presents an attractive picture but offers numerous amenities to those persons seeking a location for home and profit in a desirable climate, whether in the city center, where there is a life, energy and ambition, or in the rich agricultural and rural lands that practically surround it. The natural resources of this particular section of the county are numerous and varied, and to one who would better his condition by careful investigation, the process he will have the assistance and guidance of progressive businessmen of the place, who, like the new-comer, extend to

of the rolling hill lands tributary to Falls City there can not be the slightest doubt. The success attained by all who have given it a fair trial having conclusively shown the great profits that may be derived therefrom. General farming is profitable from the fertile soils here to be found, yet much greater profit may be had from the utilization of certain lands for special crops to which they are best adapted. It was Falls City that took first and second prizes at the county fair last year for agricultural products, and it is Falls City that has always made a most creditable display at the fairs of the past. This year, to use the exact language of one of its most ardent admirers, "Falls City will be there again with both feet." But let some specific instances of profit be given: Peach trees, four years after planting, produced an average of three boxes per tree and gave returns at the rate of \$960 per acre. Royal Ann cherries, four years after planting,

year it will want fully twice the number of tons.

Dairying is an industry that is especially suited to conditions existing in the vicinity of Falls City. The rich soils of the hill sides, as well as

holdings; remodeled and improved its sawmill; extended its dock and pond facilities, and otherwise arranged for the transaction of bigger things in the way of manufacturing. The company has expended large sums in this



Carload of Logs Leaving Falls City

the bottom lands of the valleys, produce an abundance and variety of green feed suitable for feeding dairy cattle. The plentiful supply of pure water and the mild climate permit outdoor pasturage practically the entire year, thus assuring a maximum production of milk at a minimum expense. The soil is such that kale, vetch, clover, alfalfa and root crops yield extremely heavy crops, all of which are of particular interest to the dairyman. Dairy products bring a quick cash return which is especially important to the settler just starting, and the demand for dairy products is not only vastly greater than the supply, but the rapidly increasing population of the west insures a certain and profitable industry to all who will undertake this line of work.

Here is another industry which is highly recommended to the new-comer who wishes quick financial returns, as well as an immediate addition to the food supply of his own family. There is hardly any farm, new or old, that

manner, guaranteeing a permanent industry. Its timber holdings are vast, and will last for many years.

In addition to this industry the Spaulding Logging company of Salem and the Willamette Valley Lumber company of Dallas conduct extensive logging operations not far removed from Falls City, where many



Public School Building

men are employed the year 'round at good wages. The logs are shipped out over the Salem, Falls City & Western railroad, whose lines extend from the capital to Black Rock, some five miles above Falls City. As may be suspected, there are smaller lumbering



Logging Near Falls City

cannot profitably support a few hundred chickens. The expense of keeping them is slight, as they will pick up about the place much of their food, not only without expense to the owner, but at a positive profit, as they destroy a great number of insects that would otherwise damage or destroy the fruit or garden crops.

Polk county has 10,000,000,000 feet of standing timber, the greater portion of which is directly tributary to Falls City, and consequently lumbering may be considered the principal industry and chief source of revenue of Falls City. The foothills and slopes are covered with timber the superior of which cannot be found anywhere, the forests comprising red fir, hemlock, spruce and cedar. Just at the present time the extensive sawmill of the Falls City Logging & Lumber company is not in operation, but preparations to resume operations are about completed, and it is expected that within a short time the wheels of industry will again be humming, placing the usual large amount of money in circulation. During the lull in the lumber market this com-

pany has reorganized on a more sound business basis; builded logging railways further into their timber

mills owned by individuals in their neighborhood, all of which contribute to the prosperity of the community. When it is considered that \$7.50 of the sale price of lumber goes for labor it will readily be seen that when the timber resources of Polk county are exhausted labor will have received \$75,000,000 for the part it has played in its transformation of stately monarchs of the forest into the merchantable product. The business interests of Falls City at this time are abundantly cared for, practically every branch being occupied. Its merchandising establishments are in keeping with the needs of the community, their stocks being strictly up-to-date. The merchants of the place cater to a considerable trade territory, and exert every effort to not only retain its prestige and to extend their business but that of the entire community, feeling that money turned into the channels of local trade indirectly benefits the many and materially aids in the up-building of the town in which they have cast their lot and in the future of which they have unlimited faith.



Falls of the Little Luckiamute, Falls City

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Interested persons are invited to make inquiries for further information from the Commercial club.



Falls City's Principal Street

the right hand of fellowship and possible assistance in getting started right." No second Polk county affords better opportunity for the man of moderate means in agriculture, horticulture, fruit and truck farming than the immediate vicinity of Falls City. This statement is substantiated by the fullest demonstration. The lands and lands covered with growth timber may be secured at prices ranging from \$15 to \$20 per acre, depending upon the location, condition, and proximity to resources to transportation and markets on the place. Not infrequently it has been found that the land on the place by the logging company has paid for the land. The cost of clearing, of roads wholly upon the size of the tract, but by using spare money in employing the char-pitting machine may be done for from \$15 to \$20 per acre. Where giant powder is used, the cost is greater, and to be considered less satisfactory in results. Char-pitting leaves the land in excellent condition for crops, and from the burnings acting as a fertilizer, the roots of the largest trees entirely eliminated with-

gave 105 pounds per tree, selling in the local market at six cents per pound. From 143 trees one man sold 28,000 pounds of this fruit. Grape vines, at the age of six years, averaged 40 pounds per vine, which at the rate of five cents per pound would give a return of \$160 per acre. Strawberries have given returns of \$440.10 per acre, while prunes, the most stable crop of the county, have for the past six years averaged to the grower a net profit of \$125 per acre. While, as has been said, general farming is less profitable, forty acres of vetch has netted the owner \$1,000 from the sale of hay and seed. Forty acres of clover, pastured with sheep until July, was cut in the fall and enough sold to give returns of \$40 per acre, the pasturage having been gained free. It is within the personal knowledge of the writer that in 1909 one farmer planted eighteen acres to cabbage, from which he gathered 25,000 pounds of the merchantable product, which brought him better than \$400 per acre.

But the small fruits and berries have their home here, and those engaged in their growing have met with remarkable success, financially and otherwise. Strawberries, blackberries, raspberries and loganberries are



Big Sawmill Plant at Falls City

of elbow grease, the stump is usually dematerializing while discharges other duties. It has been successfully worked only here but in other sections of the coast country where redwood predominates. Clearing is priced from \$50 to \$150 per acre, the valley lands being the cheaper. The soil of the valley is composed largely of a deposit underlain by a layer of which holds the moisture in a dry season. The soil of the mountains is principally of clay whose chemical elements such as produce the fruit products which have made the hill lands famous throughout the country. That fruit growing is the future great industry

raised in considerable quantities, especially the latter. Falls City has the only loganberry juice plant within the county, the owner having an investment of approximately \$10,000 therein, besides which he has ten acres in bearing plants. His ten employees are now engaged in bottling this year's output, and at the rate of 250 cases per day six weeks will be required to perform this work. The juice is shipped to the larger cities of the coast and commands a good price, this particular product having an enviable reputation throughout the country. The plant was one of the first of its kind in this locality. This season it handled more than seventy-five tons of berries, buying from local growers what could be had. Next

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